

Message Text

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FM AMCONSUL FRANKFURT

TO SECSTATE WASHDC 9531

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UNCLAS FRANKFURT 1586

E.O. 11652: NA

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SUBJECT: MAJOR TRADE OPPORTUNITY, NECKERMANN VERSAND KG

1. IN CONJUNCTION WITH THE CONSUMER GOODS CAMPAIGN UNDER THE 1975 COUNTRY COMMERCIAL PROGRAM, THE CONSULATE GENERAL HAS MADE REPEATED CALLS UPON NECKERMANN, GERMANY'S SECOND LEADING MAIL ORDER HOUSE AND DEPARTMENT STORE FOR THE PURPOSE OF SPURRING PURCHASES OF U.S.-PRODUCED GOODS. UNTIL NOW, NECKERMANN'S PURCHASES OF U.S. IMPORTS HAVE BEEN NEGLIGABLE.

2. AS A RESULT OF CONSULATE GENERAL CONTACTS AND A BUSINESS MEETING BETWEEN NECKERMANN MANAGEMENT AND MR. GEORGE KEYKO, PRESIDENT OF QUARTZ TIMING CORP., 21-16 44TH ROAD, LONG ISLAND CITY, N.Y. 11101, NECKERMANN PLACED AN INITIAL ORDER FOR 100 QUARTZ WATCHES WITH THIS U.S. FIRM FOR DELIVERY NOT LATER THAN JANUARY 31, 1975. QUARTZ TIMING CORP. NOW INFORMS THE REASON GIVEN BY THE U.S. FIRM IS THAT A SUB-CONTRACTOR, PRINCETON MATERIAL SCIENCE, PRINCETON, N.J. CAN NOT SUPPLY THE WATCHES.

3. THIS GLARING EXAMPLE OF NON-DELIVERY BY A U.S. FIRM CAN ONLY CONFIRM TO GERMAN IMPORTERS WHAT THEY HAVE ALREADY VERBALIZED-- THAT U.S. SUPPLIERS ARE NOT INTERESTED IN OR CAPABLE OF MEETING GERMAN NEEDS. THIS FAILURE TO DELIVER IS PARTICULARLY DISAPPOINTING SINCE THIS NECKERMANN ORDER REPRESENTS A BREAKTHROUGH AND NOW THE U.S. FIRM HAS COMPLETELY DROPPED THE BALL. MOREOVER, NECKERMANN'S FUTURE

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INCLINATION TO INITIATE IMPORT ORDERS FROM THE U.S. WILL

CERTAINLY BE AFFECTED BY THIS EXPERIENCE.

4. IN VIEW OF THE LONGER TERM SIGNIFICANCE OF THIS U.S. FIRM SATISFACTORILY FILLING THIS BREAKTHROUGH ORDER, THE DEPARTMENT OF COMMERCE IS REQUESTED TO CONTACT BOTH QUARTZ TIMING CORP. A AND PRINCETON MATERIAL SCIENCE AND SEE IF SOME WAY CAN BE FOUND TO GET THESE WATCHES TO NECKERMANN IMMEDIATELY. THE POST WOULD APRECIATE BEING KEPT UP TO DATE ON THE RESULTS OF THESE EFFORTS.HARLAN

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